



WEWS

ORDER

Flight Dates **10/15/12-10/21/12**

Contract / Revision **314424 /**

Original Date / Revision
10/11/12 10/17/12

Advertiser **Republican Senate Campaig**

Product

Agency Com 15%

Billing Contact

**7720 Benson Road
Carroll, OH 43112**

Agency **Midwest Communications &**

Buying Contact

**49 S Grant Avenue
Columbus, OH 43125**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Bill Young

Account Executive	Order%	Start Date	End Date
Bill Young	100%		

Order Share 100% Market Value 89975

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	69	\$76,478.75	\$89,975.00	0.00
Totals	69	\$76,478.75	\$89,975.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/21/12	69	\$76,478.75	\$89,975.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/15/12	10/21/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$650.00		0.00			
N 2	WEWS	10/15/12	10/21/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 10/18/12

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Contract / Revision **314424** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/17/12

Order Sep 00:20:00

Advertiser **Republican Senate Campai** Product

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/15/12	10/21/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$650.00		0.00						
N 3	WEWS	10/15/12	10/21/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$950.00		0.00						
N 4	WEWS	10/15/12	10/21/12	M-F 9-10a Mike and Kelly	CM	Mike and Kelly	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$650.00		0.00						
N 5	WEWS	10/15/12	10/21/12	M-F 10-11a Dr. Oz	CM	Dr. Oz	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$650.00		0.00						
N 6	WEWS	10/15/12	10/21/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,000.00		0.00						
N 7	WEWS	10/15/12	10/21/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p General Hosp	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
5	WEWS	10/15/12-10/21/12		M-F 2-3p See MG 7.6 [hra/pol/obama p2]	2-3p General Hos		MTWThF----	:30	(\$1,000.00)		0.00	NM			
6	WEWS	10/15/12-10/21/12		M-F 3-4P Katie Ⓜ MG for 7.5 10/18	3-4p		MTWThF----	:30	\$1,000.00		0.00	NM			
N 8	WEWS	10/15/12	10/21/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$900.00		0.00						
N 9	WEWS	10/15/12	10/21/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,200.00		0.00						
N 10	WEWS	10/15/12	10/21/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,800.00		0.00						
N 11	WEWS	10/15/12	10/21/12	M-F 7-730p 7-730p The List	CM	7-730p The List	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,200.00		0.00						
N 12	WEWS	10/15/12	10/21/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
Week:		10/15/12	10/21/12	MTWTF--	5		\$1,000.00		0.00						
N 13	WEWS	10/15/12	10/21/12		CM	8-9a	-----SS	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00



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Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SA-SU GMA 8-9a											
				SA-SU GMA 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----SS	2		\$900.00		0.00						
N 14	WEWS	10/15/12	10/21/12	SA 12a-1a CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
				SA CSI Miami Late											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$550.00		0.00						
N 15	WEWS	10/15/12	10/21/12	SU 12a-1a CSI Miami	CM	12-1a	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
				SU CSI Miami											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$550.00		0.00						
N 16	WEWS	10/15/12	10/21/12	SU Kaleidoscope	CM	10-1030a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
				SU Kaleidoscope											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$175.00		0.00						
N 17	WEWS	10/15/12	10/21/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				SU 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,200.00		0.00						
N 18	WEWS	10/15/12	10/21/12	SU 1125p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				SU 1135p-12a Sports Ext											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$650.00		0.00						
N 19	WEWS	10/20/12	10/20/12	OSU Football	CM	12p-1130p	-----S-	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
				Ohio State Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$25,000.00		0.00						
N 20	WEWS	10/20/12	10/20/12	OSU Pre Game	CM	12p-12x	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				OSU Pre Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,800.00		0.00						
Totals														69	\$89,975.00